

# OUTBOUND CALL STRATEGY WORKBOOK



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GTE TRAINING AND DEVELOPMENT

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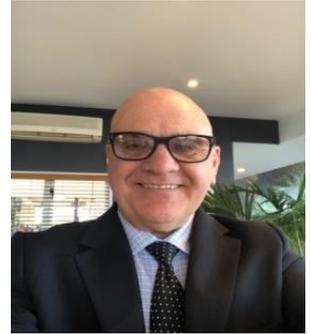
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## GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a successful leadership, sales, service and customer experience coach, mentor and workshop facilitator.

### GRAHAM HOLDS:

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson and Reo and granddaughters Avyana and Vivienne.

## WORKSHOP OBJECTIVES

IMPROVE THE APPOINTMENT AND SHOW RATIOS WHEN CALLING EXISTING CUSTOMERS.

THIS STRATEGY IS VERY SIMPLE AND IS CUSTOMER CENTRIC. WORK WITH THE OFFER SUBJECT TO WHAT YOU HAVE AVAILABLE. NEW STOCK, RUN OUT, FINANCE OFFER, SERVICE OFFER ETC.

SEARCH YOUR DATABASE TO ALIGN THE OFFER TO THE CUSTOMER PROFILE WHERE POSSIBLE.

MAKE FIVE CALLS A DAY FOR FOUR DAYS A MONTH TO SET UP AS MANY APPOINTMENTS AS POSSIBLE. THE PROFESSIONAL SALESPERSON WILL NOT JUST WAIT AND HOPE A CUSTOMER COMES IN.

CHECK WITH YOUR MANAGER ABOUT ANY "ORPHAN CUSTOMERS" THERE ARE IN THE DATA BASE. (THE SALEPERSON THAT SOLD THEM THE VEHICLE IS NO LONGER WITH THE BUSINESS.

## OUTBOUND PHONE STRATEGY

1. HAVE AN OBJECTIVE WITH A DEADLINE TO CREATE URGENCY (WHAT'S IN IT FOR THEM)
2. HAVE A FALLBACK POSITION
3. ASK FOR A REFERRAL (IF APPROPRIATE)
4. SCHEDULE THE NEXT FOLLOW UP.

HAVE AN OBJECTIVE WITH A DEADLINE TO CREAT URGENCY

"MY MANAGER ASKED ME TO CALL WITH AN OFFER FOR YOU, DO YOU HAVE A MINUTE TO TALK?"

"THIS IS A BIT OF A SHOT IN THE DARK, I AM NOT SURE IF YOUR LOOKING RIGHT NOW BUT MY MANAGER ASKED ME TO CALL AS WE ARE GOING TO RUN A DEMO PROMOTION NEXT WEEK (DEADLINE) AND WANTED TO GIVE OUR CUSTOMERS THE FIRST CHANCE. ARE YOU OPEN TO LOOK?"

FALLBACK

I AM HAPPY TO POP OUT AND SEE YOU IF THAT'S WORKS BETTER

ASK FOR A REFERRAL

IT IS SHAME YOUR NOT INTERESTED AT THIS STAGE BUT IF KNOW ANYONE THAT WANTS TO TAKE ADVANTAGE OF THE PROMOTION I WILL BE HAPPY TO LOOK AFTER THEM.YOU WOULD ALSO QUALIFY FOR OUR CUSTOMER REFERRAL BONUS THIS MONTH (DEADLINE).

SCHEDULE THE NEXT FOLLOW UP IN YOUR DIARY

FOLLOW UP

"I HAVE BEEN DOING SOME RESEARCH FOR YOU SINCE YOU WERE HERE AND WANTED TO CHECK WHEN YOU COULD DROP BY AND HAVE A LOOK AND SOME OPTIONS I AM WORKING ON FOR YOU. WE WOULD ALSO LIKE TO RELOOK AT YOUR VEHICLE AS WE MAY HAVE AN OPPORTUNITY TO GET YOU A BIT MORE MONEY FOR YOU (DEADLINE), CAN YOU COME BY TODAY OR WOULD YOU PREFER TOMORROW?"

CUSTOMER RELUCTANT TO MAKE A FIRM APPOINTMENT

"I DONT MIND WAITING FOR YOU BUT I DON'T WANT YOU WAITING FOR ME SO LETS MAKE A TENTATIVE TIME, WE CAN ALWAYS CHANGE IT IF SOMETHING CROPS UP, SO WHEN IS THE BEST TIME TO DROP BY THIS MORNING OR LATET TODAY?"

## TAKE AWAYS